

2004



WASHINGTON
Traffic Safety
COMMISSION

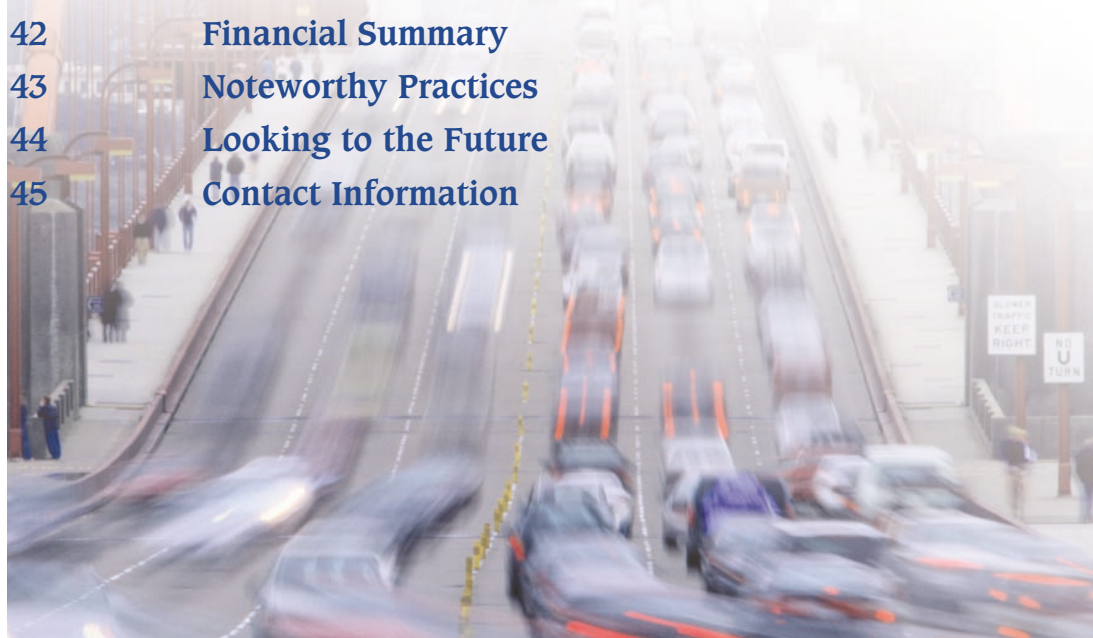
Washington



Highway Safety Annual Report

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INTRODUCTION

Crash Summary

In 2004 we have seen a significant decrease in total traffic crash related deaths. Particularly encouraging is the reductions we are seeing in alcohol/drug related losses, pedestrian deaths and vehicle occupant deaths. The most disturbing trend is the continued increase in motorcycle fatalities.

4 Accomplishments

Safety belt use rate remains high at over 94%, resulting in continued declines in vehicle occupant deaths.

The Traffic Safety Corridor program has been expanded from five active corridors to ten active corridors. These projects continue to return \$35 in crash related savings for every public dollar invested.

While the rest of the Nation is facing increases in drinking driver involved fatalities, Washington continues to improve. The number of had been drinking fatalities in FFY 2004 is the lowest in decades.

While virtually every state agency funded from the state transportation budget faced budget cuts this year, the Washington Traffic Safety Commission asked for and received a 50% increase in state funding for community based traffic safety programs.

Challenges

With several lower courts declaring Washington's safety belt law unconstitutionally vague, the state legislature was asked to amend the law to address the court's concerns. The state legislature failed to enact the requested "fix" and instead many members actually tried to change the law to revert to secondary enforcement. We were able to avoid returning to a secondary law. After the 2004 legislative session concluded, the Washington State Supreme Court reversed the lower court's unconstitutional ruling, thus preserving our current primary enforcement law.

The other major challenge we faced this year was the major budget and programming confusion caused when Congress and the Administration failed to enact a new federal transportation authorization to replace TEA 21. This confusion made sensible planning virtually impossible. This makes it very difficult to make sure the taxpayers get true value for their investment.

CRASH DATA/TRENDS

Crash Data and Performance Measures

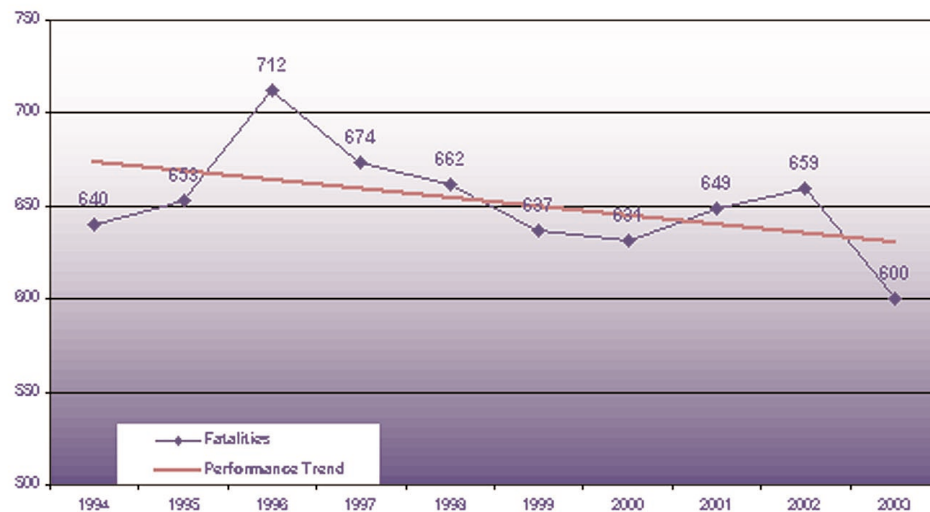
	Baseline Data 1994-1997					Progress Report Data 1998-2003				
Fatalities* / 100 million VMT	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	640	653	712	674	662	637	631	649	659	600
Fatality Rate	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	1.34	1.33	1.46	1.32	1.27	1.21	1.17	1.21	1.2	1.09
Safety Belt Use Rate	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	77.0%	80.0%	81.0%	78.0%	79.1%	81.1%	81.6%	82.6%	92.6%	94.8%
Drinking Driver Related Fatalities	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	296	305	353	266	286	243	248	243	262	221
Drinking Driver Rate / 100M VMT	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	0.62	0.62	0.72	0.52	0.56	0.46	0.46	0.46	0.48	0.40
Fatality Rate / 100K Population	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	11.91	11.96	12.79	11.9	11.51	10.92	10.71	10.9	10.95	9.84
Fatalities - Speed-related	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	220	251	249	242	247	227	241	234	260	234
Vehicle occupant fatalities	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	499	525	558	555	524	526	511	509	516	449
Pedestrian Fatalities	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	86	74	92	73	77	60	68	75	70	75
Bicyclist Fatalities	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	15	13	14	16	10	9	12	8	11	10
Motorcyclist Fatalities	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	35	37	42	29	51	38	39	57	61	58
Child safety seat use rate	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	54.4%	57.0%					67.4%			
Booster seat use rate	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
							22.0%		46.7%	44.7%
Bicycle helmet use rate	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
	39.5%		47.1%	47.3%	48.7%	52.7%	51.5%	64.2%	58.6%	49.6%

PERFORMANCE GOALS AND TRENDS

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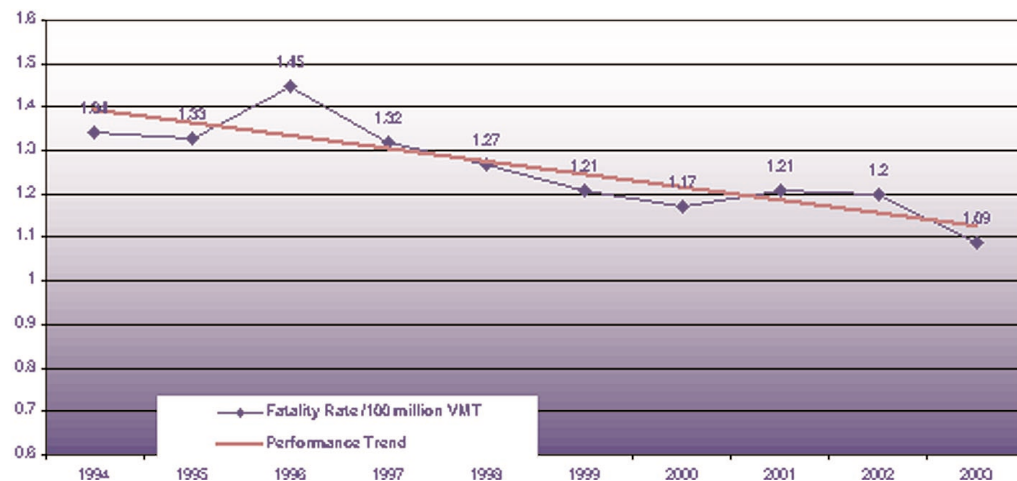
Goal: Fatalities Baseline

Reduce the Number of Traffic Fatalities to 590 by 2005
1994 = 640 Fatalities



Goal: Fatality Rate/VMT Baseline

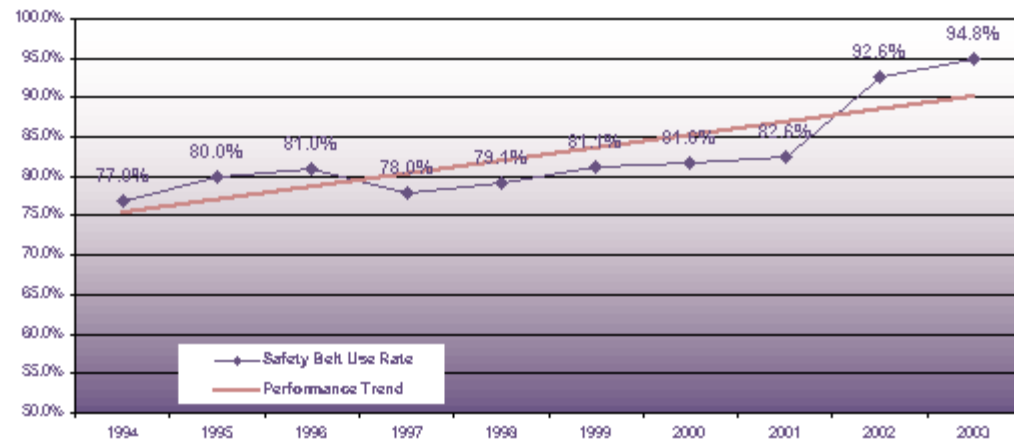
Reduce the Fatality Rate to 1.10 by 2005
1994 = 1.34 Deaths per 100 M VMT



PERFORMANCE GOALS AND TRENDS

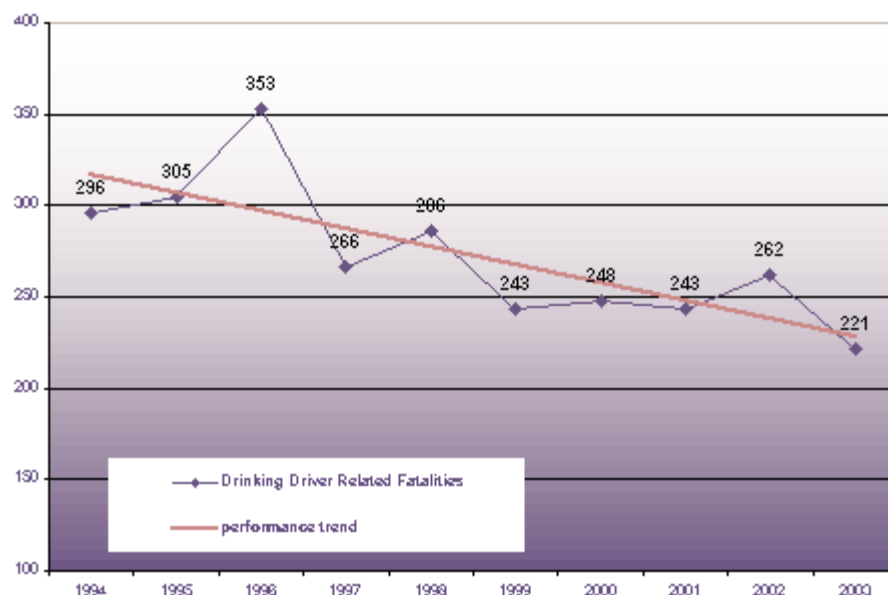
Goal: Seat Belt Use Rate Baseline

Increase Seat Belt Use Rate to 85% by 2005
1994 = 77%



Goal: Drinking Driver Related Fatalities Baseline

Reduce to 225 by 2005
1994 = 296



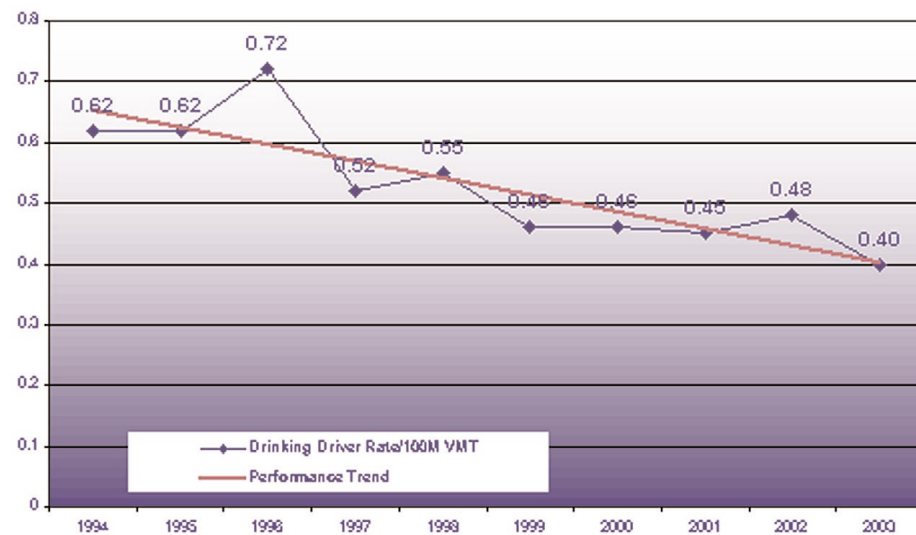
PERFORMANCE GOALS AND TRENDS

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**Goal: Drinking Driver Related Fatal
Rate per 100 M VMT**
Baseline

Reduce Rate to 0.40 by 2005

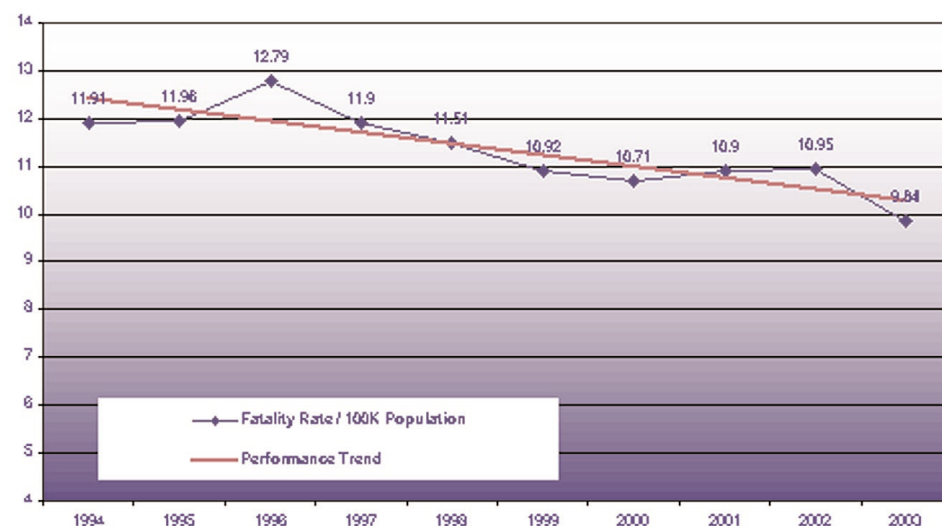
1994 = 0.62



Goal: Fatal Rate/100K Population
Baseline

Reduce Rate to 9.00 by 2005

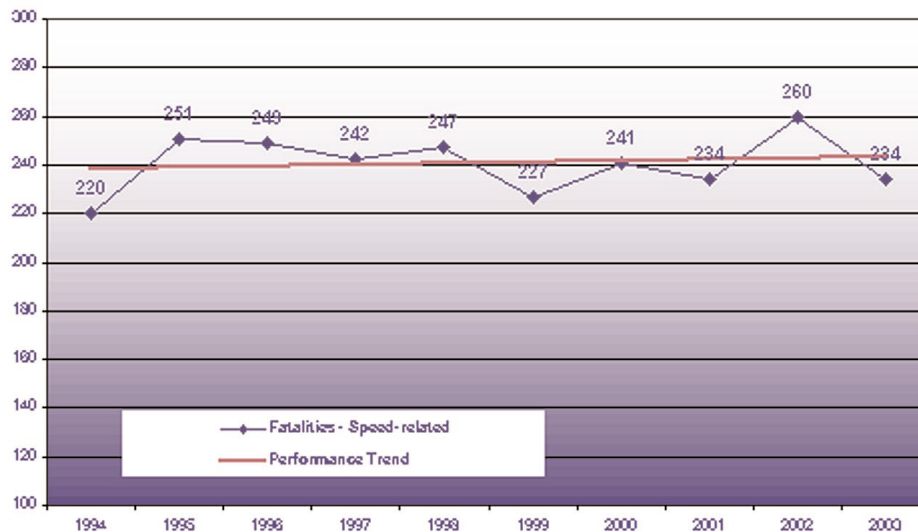
1994 = 11.91



PERFORMANCE GOALS AND TRENDS

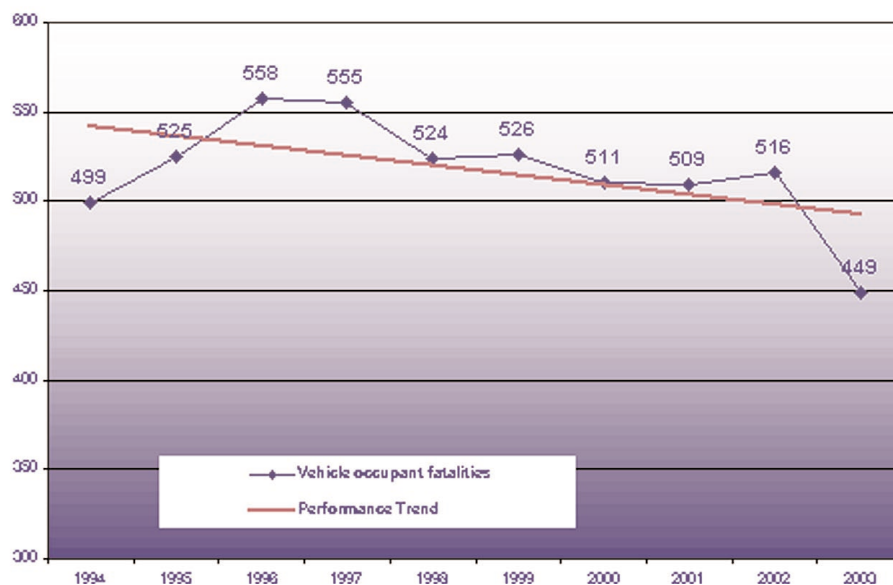
Goal: Speed Related Fatalities Baseline

Reduce Speed Related Fatalities to 210 by 2005
1994 = 220



Goal: Vehicle Occupant Fatalities Baseline

Reduce Occupant Fatalities to 450 by 2005
1994 = 499

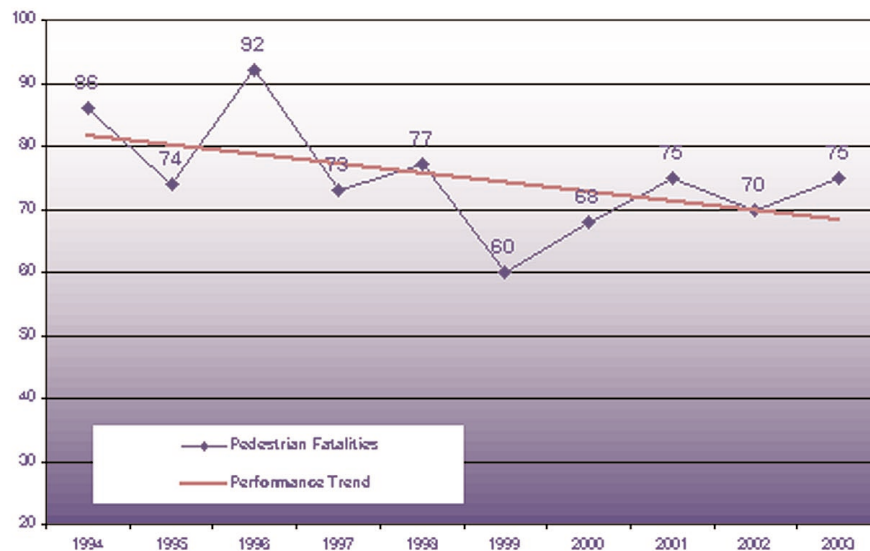


PERFORMANCE GOALS AND TRENDS

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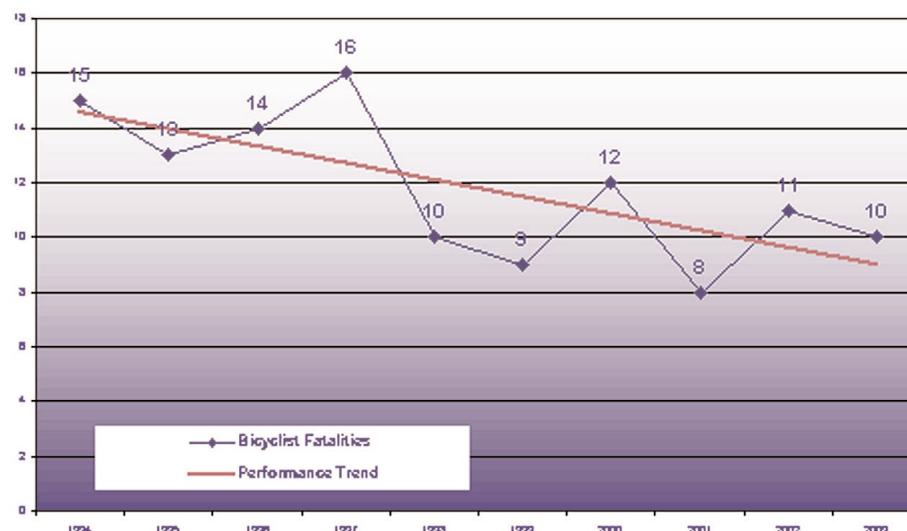
Goal: Pedestrian Fatalities
Baseline

Reduce Pedestrian Fatalities to 65 by 2005
1994 = 86



Goal: Bicyclist Fatalities
Baseline

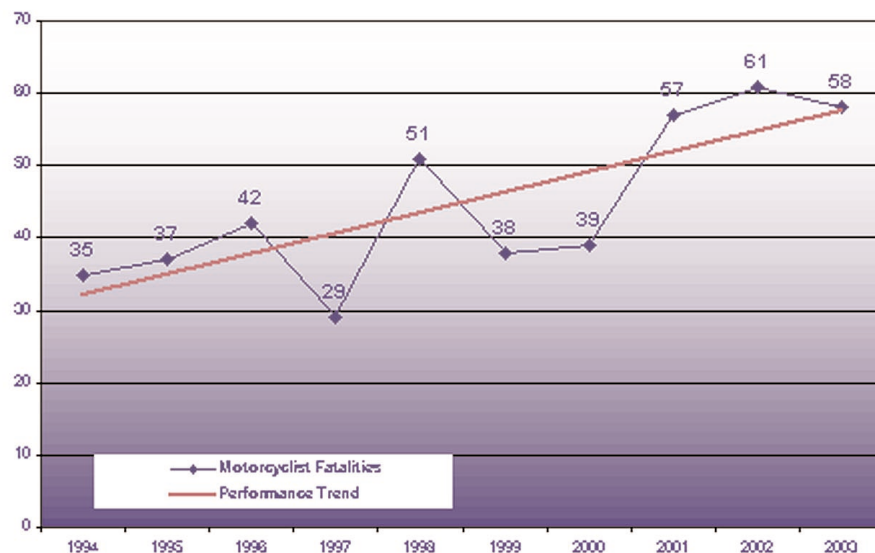
Reduce Bicyclist Fatalities to 7 by 2005
1994 = 15



PERFORMANCE GOALS AND TRENDS

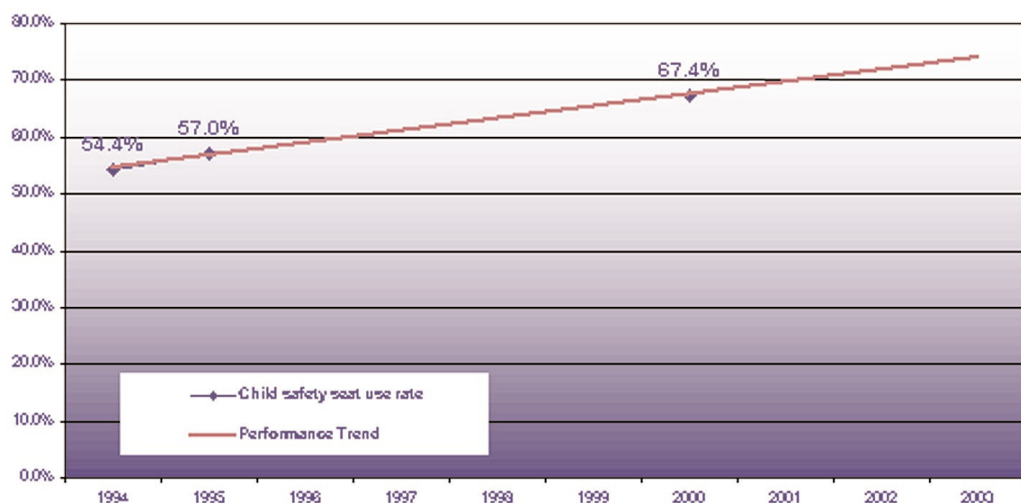
Goal: Motorcyclist Fatalities Baseline

Reduce Motorcyclist Fatalities to 25 by 2005
1994 = 35



Goal: Child Safety Seat Use Rate Baseline

Increase to 85% by 2005
1994 = 54.4%

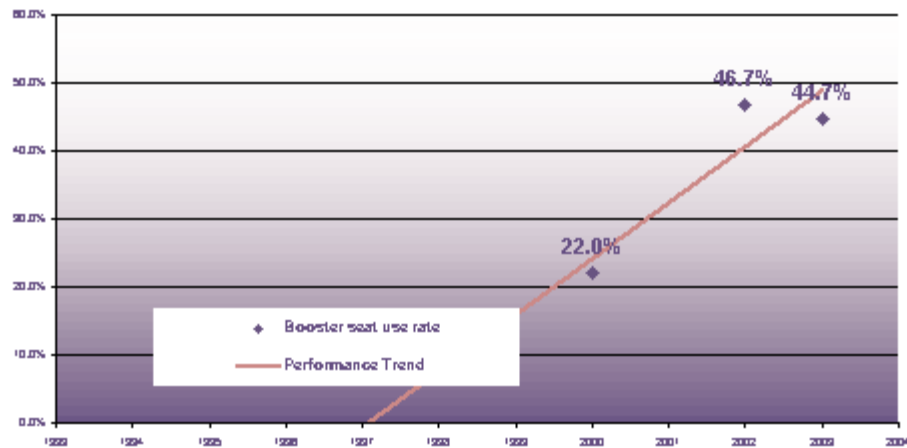


PERFORMANCE GOALS AND TRENDS

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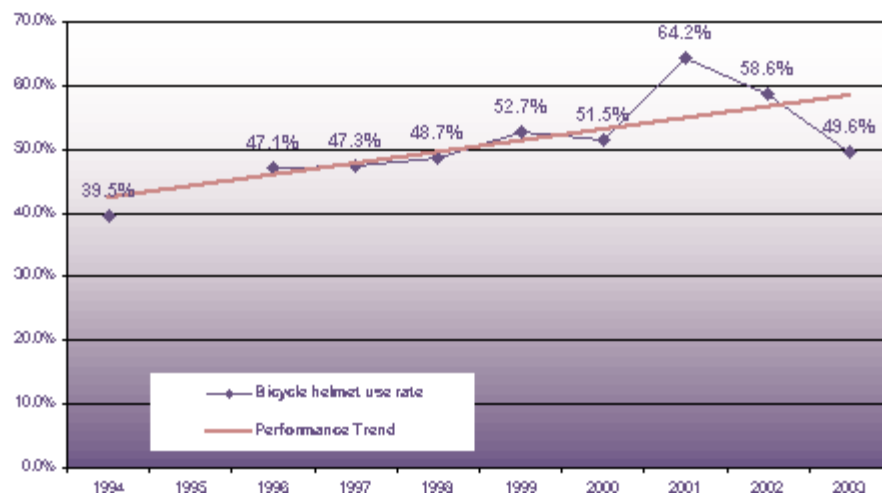
Goal: Booster Seat Use Rate Baseline

Increase Booster Seat Use Rate to 50% by 2005
2000 = 22.0%



Goal: Bicycle Helmet Use Rate Baseline

Increase Bicycle Helmet Use Rate to 55% by 2005
1994 = 39.5%



THE PUBLIC INFORMATION AND EDUCATION PROGRAM

The goal of the Washington Traffic Safety Commission's Public Information and Education Program is to increase public awareness about traffic safety issues and to supplement the efforts of the other Commission programs.



The Commission participated in numerous statewide law enforcement campaigns to keep seat belt use rates at historic high levels. Washington now boasts one of the highest seat belt use rates in the United States. Getting to and maintaining this high seat belt use rate involved implementing a formula of stepped up law enforcement efforts combined with statewide publicity. The goal of the publicity is to warn drivers that law enforcement will be ticketing unbelted drivers. The publicity is then followed by enforcement. Because of the success of this "Click it or Ticket" formula for changing driver behaviors, this same formula was applied in other traffic safety arenas, to combat the impaired driving problem, to promote pedestrian safety in school zones and other pedestrian problem areas and to promote greater awareness about rules for newly licensed teen drivers.

Two large enforcement/publicity campaigns were implemented this year to promote seat belt use and one large campaign was implemented to combat the impaired driving problem. Publicity efforts involved extensive radio and television campaigns supplemented by broad scale stakeholder work statewide to get the traffic safety messages picked up as news stories and to extend the reach of the publicity campaigns with posters, flyers, billboards, bumper stickers and banners distributed at the local level. Web page and newspaper ads were also purchased. Press releases, photo releases, radio news releases, ad slicks and guest editorial copy were all distributed in a targeted fashion to the print media statewide. Materials were also developed and distributed in Spanish to the Spanish speaking population.



Some new arenas explored to combat impaired driving include connecting with the NASCAR operation to develop an educational video featuring NASCAR celebrities. Print materials were developed to extend the reach of this message. The NASCAR educational video is being used to reach the target DUI audience of 25 – 34-year-old males, as well as other members of the population, with an emotionally gripping story about a member of the NASCAR family whose wife was killed in a drunk driving collision.

Our explorations of the use of celebrities to get the DUI messages across also involved developing communications materials that feature Seattle Seahawks quarterback Matt Hasselbeck. Posters and other print materials were devel-

oped using Hasselbeck's image and were distributed via stakeholder networks statewide.



In Eastern Washington, the Commission led an effort to survey Hispanics about their views on DUI, since the DUI population (21-34 year old males) consists of more Hispanic males than Caucasian in numerous parts of Eastern Washington. Special focus groups were developed using Hispanic radio hosts and with an eye toward getting the truth about how

Hispanics view law enforcement and the drinking and driving issues, as well as what interventions would be most useful and impactful for this population. This research is on-going.

For the two Click It or Ticket law enforcement emphasis efforts, new educational materials were developed that featured the Grim Reaper holding a sign that reads "Needs Work." The caption reads: Seat belt use up. Deaths down. The goal of the campaign was to remind the 94% of Washingtonians who wear their seat belts that the project is working to save lives. Radio ads that feature the voices of doctors from the local areas were also developed as part of this campaign.

In keeping with our efforts to use celebrities to advance the messaging, we successfully contacted Eric Estrada and used his image on occupant protection and impaired driving educational materials, too.

Those involved with the dissemination of campaign materials included Community Traffic Safety Task Force Programs, law enforcement public infor-

THE PUBLIC INFORMATION AND EDUCATION PROGRAM (CONTINUED)

mation officers and school resource officers, hospital marketing specialists, child passenger safety team members, local health department community relations professionals, civic groups like Mothers Against Drunk Driving and Students Against Destructive Decisions, insurance professionals, drivers education instructors, trauma nurses and emergency response professionals. In addition to putting up posters and distributing flyers, these stakeholders gave presentations at the local level with educational videos and display materials, as well as speaker points developed by the Commission. They also found places at the local level where banners could be hung against public buildings, and where free ad placements could be obtained. They also helped organize press conferences and other media events.



The slogan for the impaired driving campaign was "Drive Hammered. Get Nailed." This was very popular in the law enforcement community. Local public works officials were instrumental in putting this slogan, as well as the Click it or Ticket slogan, on variable message road signs throughout the state. These signs are the moveable electronic billboards that are commonly used to advertise "Accident Ahead" or other road traffic changes.

A statewide publicity campaign combined with an enforcement effort was conducted to improve pedestrian safety in school zones. Posters and other print materials were developed and distributed to schools; a statewide billboard campaign reached parents with the message.

In addition to the seat belt and impaired driving public education and enforcement campaigns, the Commission worked hard this year to increase the visibility of the Intermediate Driver License (IDL) regulations for newly licensed teen drivers. The State Farm Insurance Companies@ participated in a big way, volunteering their offices statewide as a point of distribution and donating all bonus air time for the project, which resulted in a sizeable air buy. State Farm donated air time valued at \$600,000 to get the message out and volunteered 300 State Farm offices statewide as points of distribution for posters, brochures and other educational materials.

An education video on IDL was distributed to law enforcement agencies statewide to encourage law enforcement to promote the IDL regulations, and a pocket card for law enforcement was developed and distributed.

The Commission conducted extensive activities to get the news media to pick up traffic safety stories. Press conferences were organized with local stakeholder groups and individual reporters were extensively “pitched” with story ideas. The result was extensive coverage of traffic safety messages in the media to supplement the paid advertising. For example; collateral materials (posters, bumper stickers), and road signs that say “Alcohol Limit .08” and “Seat Belts Required - Click It or Ticket.” To promote seat belt use among the teen population, special posters and static window cling stickers were developed using teen models and a funny theme.



In addition to these major publicity campaigns, the Commission continued efforts to:

- Promote booster seat and child car seat use through the dissemination of brochures and posters.
- Combat drowsy driving through the distribution of educational materials and videos,
- Promote safety for pedestrians, bicyclists and motorcyclists through the dissemination of safety materials.

As was the case in previous years, quality traffic safety programs and efforts at the local level were recognized at a statewide awards program held as part of the Impaired Driving Conference. A new logo was developed for the Commission and the WTSC web page materials were updated as additional public education program activities.

To promote awareness among drivers that motorcyclists are hard to see, the Commission developed a statewide billboard campaign, as well as fact sheets and brochures to supplement the message of the billboard campaign.

THE PUBLIC INFORMATION AND EDUCATION PROGRAM (CONTINUED)

A joint project with the Department of Licensing and the state Department of Social and Health Services resulted in the distribution of traffic safety educational videos via Licensing and Welfare offices, as well as hospitals, greatly increasing the public exposure to the messages in a meaningful way.

The program's objectives include:

- Assess the effectiveness of the “Click It or Ticket” and the “Drive Hammered. Get Nailed” programs based on participant feedback.
- Determine whether the following four goals that WTSC uses to guide development and production of television and radio spots have been met. Radio and television spots must:
 - Stand out among the clutter of the approximately 2,000+ media messages an individual encounters each day;
 - Inform the public about a traffic safety enforcement campaign that is either pending or underway;
 - Entertain the public without presenting the message in an amateur or annoying way; and
 - Present the message in such a way that the public can accept it without any negative reaction or publicity;
- Determine whether media spots are influencing behavioral changes.

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IMPAIRED DRIVING PROGRAM

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his is a summary of the Federal 410 impaired driving incentive grant funds:

Impaired Driving Program Coordination (J803-09) - This project funded the impaired driving activities of WTSC. Training opportunities were provided to law enforcement, judges, prosecutors and other in the DUI system. Brochures, videos, and other educational materials dealing with impaired driving were developed and distributed. The “Drive Hammered - Get Nailed” DUI Campaign was conducted during November, December and January. Overtime funds were provided to law enforcement agencies for DUI enforcement. Over 150 law enforcement agencies participated in the campaign and approximately 1500 DUI arrests were made. A comprehensive public information campaign was developed to warn the public of these additional patrols. A judicial education program was developed to address the issues surrounding DUIs. Three half-day sessions were held addressing issues relating to impaired driving and licensing. Approximately 120 judges attended the three sessions. A new DUI video was produced this year titled “Losing Tara - A NASCAR Family Tragedy”. Because of the popularity of NASCAR racing nationwide, this video is in demand by many other states. The 16th Annual Impaired Driver Traffic Safety Conference was held at Skamania Lodge, Stevenson, December 2 - 4,

2003. Over 350 attendees participated in workshops and heard national speakers talking about impaired driving issues. Finally, project funds were used to support the Washington State Drug Evaluation and Classification Program (DRE). This program is coordinated by the Washington State Patrol (WSP) and represents 24 municipal agencies, 15 county agencies, and WSP. This year the program saw an increase in drug evaluations from 1,034 to over 1400. We now have over 140 DRE's in Washington.



The Necessary Elements for an Efficient and Effective In-Car Video Program (J803-08) - This was a grant to the Seattle Police Department to develop and distribute statewide a training video on the proper use of in-car video cameras for law enforcement. The video included information on important legal issues, operational issues and training issues.

Northwest Region EMS and Trauma Care Council (J803-10) - This project funded the Sober Roadways Program and the Youth DUI Victims Panels in Kitsap and surrounding counties. Presentations were made to approximately 8200 young people throughout the region.

Department of Health (DOH) (J803-12) - Project funds were used by DOH to address DUI prevention and other traffic safety issues through the eight EMS and Trauma Care Regions. Once again, DOH provided Brief Alcohol Interventions training to designated trauma services (DTS) throughout the state. The training was presented to over 160 staff from 30 DTS's.

Mothers Against Drunk Driving (MADD) (J803-14) - Project funds were used by MADD to honor 116 law enforcement personnel involved in DUI enforcement. These officers were recognized for their outstanding work in removing impaired drivers from Washington's roadways. Over 270 people attended the Awards Banquet.

King County Fire and Life Association (J803-16) - This project funded the "Think Again" Program to 115 high school classes reaching 3,679 students. This is a DUI prevention program, as well as other traffic safety issues presented by trained EMS and Fire Department personnel.

Washington Association of Prosecuting Attorneys (WAPA) (J803-17) - This project funded an experienced prosecuting attorney who traveled to individual counties to train and mentor newly hired deputy prosecuting attorneys before they handled a significant number of criminal traffic offenses. In addition to helping individual counties, the WAPA attorney held 3 regional trainings in Eastern Washington. These regional trainings were attended by county and municipal prosecutors, and law enforcement personnel. In addition to the training sessions, WAPA's staff attorney was able to develop and distribute a DUI Prosecution Training Manual.

This is a summary of projects funded by federal 402 funds:

Washington Trauma Society (EM04-01) - This project funded through the Washington Trauma Society the training and travel support for the 8 regional EMS and Trauma Care Councils.



OCCUPANT PROTECTION PROGRAM

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The purpose of this program is to increase the proper use of seat belts and child car seats and to provide occupant protection networks with technical assistance and educational resources.

Washington continued its involvement in the Click It Or Ticket (CIOT) project in 2004. Modeled after a program that was implemented in locations throughout the United States and Canada, CIOT has been shown to increase seat belt use rates. The campaign consists of informing the public through extensive paid media about coming increased enforcement and then giving grants to law enforcement agencies to increase the enforcement of seat belt laws.

Activities in May/June and September/October of 2004 included a major public information/education effort and a statewide mobilization of police agencies to increase enforcement of the seat belt law. Radio announcements were produced to remind the public of the primary seat belt law and that it was being actively enforced. This paid media also increased the exposure of the message through earned media, i.e., radio talk shows and newspaper articles and editorials. 130 police agencies received grant funding for overtime including the Washington State Patrol, county sheriff's offices and city police agencies.

As a result of the CIOT campaign the seat belt use rate held strong at 94%. This rate appears to be associated with reductions in the death toll among vehicle occupants. After two years of aggressive CIOT campaigns approximately 70 lives have been saved, a 13% decrease for Washington State. This decrease in fatalities, as well as the projected decrease in serious injuries will significantly lower the overall cost of traffic crashes in Washington.



Child Passenger Safety Program

The Child Passenger Safety Program is designed to provide child passenger safety awareness, technical training and resources to a wide network of health and safety advocates.

Regular coordination of statewide program efforts is important when managing a diverse and multi-faceted program. Washington's CPS program is run through contracts with the Safety Restraint Coalition (SRC), the Department of Health's SAFE KIDS (SK) program, and the Washington State Booster Seat Coalition (WSBSC) coordinated by Harborview Injury Prevention and Research Center and Children's Hospital. Monthly meetings between the managers of these programs and the WTSC occupant protection program manager ensure that all agencies concerned are working together on CPS issues in a coordinated and focused manner.

The key to any successful statewide program is coordination at the local level. Both the Safety Restraint Coalition and the SAFE KIDS Program manage teams at the local level. There are 33 local teams that provide service to 32 of Washington's 39 counties. These teams are responsible for providing their community with child passenger safety education, child car seat checks, and for serving as a resource to schools, doctors, daycares, parents, and caregivers. The WTSC, SRC, and SK all provide resources to these teams in the form of printed materials, supplies for child car seat checks, mini-grants, and training. These teams conducted more than 5,843 car seat checkups, outreach and education events and trainings. Over 1,400 free or low-cost car seats and boosters were distributed to low-income families during this same time period.

During this year 100 people were certified as child car seat technicians through the NHTSA Certification course. This brings Washington's total to approximately 700 technicians and 23 certified instructors.



The SRC website continues to be a valuable and well-used resource for the residents of Washington. Visitors to the site can:

- Read and download copies of Washington's safety restraint laws
- Compare optimal protection for children in cars against what is required by law
- Order a coupon for \$5 off a booster seat good at Target Stores
- Locate a person who can check the installation of a car
- View the child car seat recall list

Report unbuckled children

The SRC 800-BUCK-L-UP phone line responded to 5,247 calls this period. Some of these calls are to report sightings of unbuckled children. Letters are sent to the registered owners of vehicles that are seen with unbuckled children inside them with information about what could happen in a crash.

The Washington State Safety Restraint Coalition also established a Spanish toll free line this year. Latino citizens can now call 1-8-777-TU-VIDA to receive child passenger safety information in Spanish.

"We Love You – Buckle Up" Early Childhood Education curriculums were distributed to preschools, day care centers, and elementary schools and worked with local pupil transportation staff regarding the safe transportation of preschool age and special needs children on school buses. Information and materials were provided to employees of school districts, Headstart programs, and Early Childhood Education Assistance Programs.

The WSBSC continues with their successful Latino Outreach Program to educate Latino families about the need for booster seats and car safety restraints in general.

The coordinator statewide SK Coalition was instrumental in assisting local coalitions and chapters in securing over \$122,750 in additional local grants.



CORRIDOR TRAFFIC SAFETY PROGRAM

The goal of the Corridor Traffic Safety Program is to implement low cost, near term traffic safety improvements on roadways with high crash, injury and fatality rates. The Washington Traffic Safety Commission, the Washington State Patrol and the Washington State Department of Transportation bring state resources to assist local communities to identify and implement appropriate countermeasures.

The traffic safety benefits in each corridor are immediate and significant. The return on investment averages about \$30 for each public dollar invested.

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Project activity during the fiscal year was directed at the following corridor projects:

SR 14 (Skamania County) – 15.3 miles running from the county line east to North Bonneville). This project kicked off on May 12, 2004 and held a successful public forum with a number of community members present. ESD 112 has been a strong element under girding the public awareness portion of this project. The project is enjoying a high level of support from the community.

SR 904 (Spokane County) This Corridor extends from the south city limits of Cheney to its intersection with I 90 at Four Lakes, a distance of nearly eight miles. There has been a change in command at the WSP detachment, but the level of support from that office appears to be continuing. WSDOT and the WTSC shared the cost of a unique sign that is the first of its kind on any state highway in Washington. It is an automated sign that gives an electronic readout of the number of days since the last serious crash on the Corridor. It was unveiled with 139 days showing.



SR 291 (Spokane County) This corridor extends from Division Street to the Stevens County line. This project is in the planning stages, with plans to have a kick-off on April 1, 2004.

SR 26 (Adams County) This corridor extends from the Grant County line to a point several miles east of Othello. A kick-off event is planned for November 18, 2004. There is a significant degree of alcohol-involvement in crashes on that corridor. There is also a significant speeding problem, particularly involving populations commuting to and from the universities in Pullman and Moscow, Idaho.

SR 3/SR 310/SR 304 (Kitsap County) Implementation of the action plan is ongoing. A major media launch integrating messages from the Corridor, MADD and RUAD was launched August 10. Law enforcement is continuing emphasis patrols, but there have been no further engineering initiatives.

SR 20 (Skagit County) Extends from Sedro Woolley to a point four miles east of Concrete. The task force is continuing work on drafting of the action plan. There is significant alcohol-related crash activity as well as several engineering-related issues on this section.

Kittitas County Corridor Parallel sections of the Vantage and Kittitas highways extending east from the city of Ellensburg. This Corridor held a successful kick-off event on September 30. One unique facet of this project will involve incorporating Intermediate Driver Licensing into the action plan due to the heavy involvement of 16 year-old drivers in crashes on this corridor.

Vancouver City Corridor Consists of a section of Mill Plain extending east from downtown Vancouver to the city limits. This group had its initial meeting in December. There was a large turnout and high level of energy. The group has set a date of October 7, 2004 for launch of the project. Both the County and City corridors mark a departure from previous efforts for the program. All previous corridors have been centered on state routes.

US Route 101 (Clallam County) A steering committee was successfully recruited on June 7, 2004 for this section of US Route 101 extending from Port

Angeles to the Jefferson County Line. The Clallam County Sheriff was nominated, and he accepted the leadership position for the project. The group is enthusiastic and ready to get to work.

SR7 (South Pierce County) A steering committee was successfully recruited on June 10, 2004 for this section of SR 7 extending from the Roy Y to the Kapowsin Highway. There were many community members and business owners present; however

several key agencies were missing at that meeting. Another meeting was scheduled a month later and all the key agencies and community members were present. There is a strong interest among the members to get the project underway and the group continues to meet regularly and work on the action plan.



POLICE TRAFFIC SERVICES

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he Police Traffic Services (PTS) program supports traffic safety “Target Zero” goals by providing training and equipment for traffic enforcement for the law enforcement agencies of Washington State. In fiscal year 2004, the PTS program awarded over \$2,000,000 to state, county, and municipal enforcement agencies for specialized training in traffic safety issues, for equipment for traffic enforcement, for unmarked cars that target aggressive drivers, and for high-tech equipment that would not ordinarily be available to perform traffic-related functions.

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In addition, federal 402 and 410 funds were used by interagency groups studying street racing and aggressive driving and for law enforcement advisory groups that provide advice to WTSC on the effectiveness of its projects. These funds were also used to provide outreach to the Spanish speaking community in the Lower Columbia Valley area through a local adaptation of the El Protector program.

PTS continued to work in concert with agencies with similar missions, such as the Liquor Control Board and the Division of Alcohol and Substance Abuse of the state Department of Social and Health Services. The Washington Criminal Justice Training Commission also received 410 funding to provide training in the field at locations convenient to small agencies. Classes included SFST, collision investigation, and radar certification.

PTS also provided the following large grants:



WASHINGTON ASSOCIATION OF SHERIFFS AND POLICE CHIEFS

A block grant of \$275,000 was given to WASPC from 402 funds to distribute to local law enforcement agencies for traffic enforcement equipment. WASPC Traffic Committee members are professionals who are in the best position to know which types of equipment are needed by local agencies to further their

traffic safety efforts. Consideration in grant awards was given to agencies that work well with other agencies and to agencies that take part in statewide enforcement initiatives, such as Click-It or Ticket, Drive Hammered, Night of 1000 Stars, and Surround the Sound.

26 WASHINGTON STATE PATROL

In fiscal year 2004, WSP received a block grant of \$1,330,000 from federal 157 and 163 funds. This grant was used to fund overtime and equipment for the eight WSP districts throughout Washington State. Overtime was used for WTSC emphasis patrols and for special events in the districts, such as Rod Run, Apple Blossom Festival, and enforcement before and after the Concerts in the Columbia Gorge. In addition, WSP purchased 13 additional unmarked cars to use in its highly effective Aggressive Driver Apprehension Team and 29 laser radars.

SUSTAINED DUI ENFORCEMENT

In order to supplement the highly successful “Drive Hammered, Get Nailed” seasonal DUI emphasis patrols, \$200,000 of federal 157 funds was used for year-round DUI emphasis patrols. These patrols were created through county Task Forces, encouraged all county enforcement agencies to work together, and were designed to be responsive to dates of local enforcement needs. Over 100 agencies participated in fiscal year 2004.



BICYCLE AND PEDESTRIAN SAFETY PROGRAM

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WTSC bicycle and pedestrian programs support the local grass roots level in a multitude of communities. This program offers technical support, with consultation, training, and educational materials to conduct specific programs for local audiences.

This past year WTSC has worked very closely with local law enforcement to increase pedestrian and bicycle safety awareness towards drivers, cyclists and pedestrians. Local grants were allocated to individual cities and counties to increase enforcement activity and community awareness through public information and education.

A comprehensive effort to continue targeted crosswalk enforcement across the state supports the reduction of the preliminary pedestrian death toll from 69 in November of 2003 to 37 in November of 2004. Local communities in their pursuit towards traffic safety can also attribute this significant reduction to ongoing efforts.

The city of Kirkland has made extreme efforts to reduce the multi-threat towards pedestrians by increasing the sight distance for drivers at multilane intersections. Their engineering department moved the stop bar back by 15 feet, using lighted beacons similar to the lighted crosswalk. Due to these efforts, the city has not experienced even one injury or death at any intersection involved in the study.



The Spokane Regional Health District has worked very closely with Spokane County Traffic Safety Task Force and the Spokane Police Department to continue with Targeted Crosswalk Enforcement. They also implemented a new program called Stop, Look, and Wave. The object of these efforts is to have the pedestrian/cyclist make eye contact with the approaching driver prior to crossing the street. This project is still in the beginning stages, but has been extremely well received by the citizens, according to local media.

The Cooper Jones Advisory committee continues to support WTSC in the direction of pedestrian bicycle safety. Members of the board include representatives from health education, enforcement, insurance and licensing arenas, as well as

both sides of the state legislature. The goal of the committee continues to provide direction and research towards projects and programs focused on the “3-E’s”...Engineering, Education and Enforcement.

This past summer the Cooper Jones Committee sponsored 10 members to attend the International Pro Walk and Pro Bike Conference in Victoria, British Columbia. The knowledge gained by the attendees will enhance future decisions and direction for the committee in the coming year.

The Washington Trauma Society continues to act as a clearinghouse that provides bicycle helmets for needy citizens. This activity is conducted through eight region EMS Councils and each helmet is fitted properly and accompanied by bicycle safety education. State and local surveys conducted this past year indicate an 84% usage rate in local areas currently governed by helmet ordi-

nances. The city of Spokane, the third largest city in the state, adopted their helmet ordinance this past summer.

Washington State now has 64 percent of it’s population governed by bicycle helmet ordinances.

Mini grants and educational materials continue to be a vital portion of the Bicycle and Pedestrian Program. Bicycle and pedestrian safety brochures, law enforcement roll call videos, and a new pedestrian safety video produced by the city of Olympia are examples of items readily available for use.



School Zone safety continues to be paramount to WTSC in their efforts to follow their mission by increasing school zone safety and pupil transportation safety. This past year \$1.5 million dollars have been allocated to 11 local schools and cities to increase safety in high-risk areas for walking and busing students. WTSC has worked very closely with WSDOT, the

Office of Superintendent of Public Instruction, and Department of Health to disburse \$1 million directed by the legislature to increase Safe Routes to School. These specific projects all include education, enforcement, and engineering components and will be complete by the beginning of the 2005-2006 school year.

School bus driver training has been offered in a “train the trainer” program, which is designed to enhance the school bus driver’s skills in high-risk weather conditions. This training is conducted by the WSP and is open to all school districts through out Washington State.

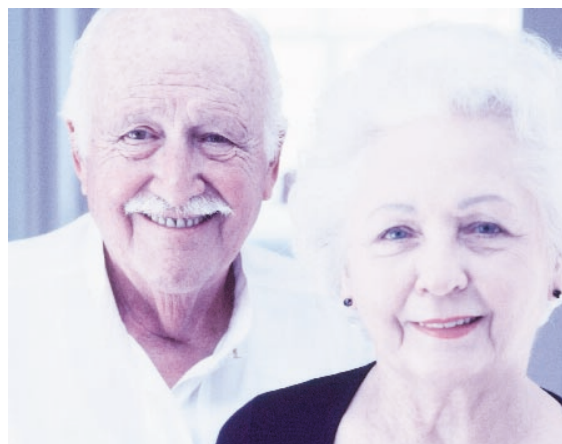
Touchet School District, a small rural school in southeast Washington, worked to install flashing lights on the major highway that runs in front of the school. This project was spearheaded by 7th and 8th grade students and was funded from the school zone account. These students received a state wide Traffic Safety Superstars Award for their efforts toward community education. Grays Harbor College in Aberdeen, Washington, received the first grant to promote pedestrian safety at a local college. In-pavement flashing lights were installed between the parking lot and the campus to increase safety for students.



SENIOR DRIVERS PROGRAM

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The WTSC is re-examining the issue of older driver safety and mobility, assessing available resources and offering assistance with local programs. Support for senior driver refresher courses remains available, including tuition assistance for low-income seniors who wish to attend. There are several state and local agencies that are concerned with the issue of older driver safety (and the safety of others who share the road with them), and work is underway to create a steering committee that will include representatives from WTSC, the state Department of Licensing, Washington State Department of Transportation, medical professionals, insurance representatives, local advocates, and others.



YOUTH TRAFFIC SAFETY PROGRAM

In FY 2004 WTSC continued to offer youth traffic safety funds directly to schools and youth organizations to assist them with their local efforts. Several schools across the state were awarded mini-grants to support their traffic safety activities, including mock DUI car crashes, grim reaper programs, and regional traffic safety meetings. Funds were also available to assist schools with their travel to the annual state SADD (Students Against Destructive Decisions) conference in the spring, and the conference itself benefited from WTSC involvement, as well. This conference includes many student-led work-

shops on a variety of traffic safety topics, and keynote speakers who shared personal stories about how impaired and aggressive drivers impacted their lives.



INTERMEDIATE DRIVERS LICENSE (IDL)

In response to the need to educate teen drivers, parents, and law enforcement and to encourage proper enforcement of the Intermediate Driver License Law (IDL), the Washington Traffic Safety Commission is sponsoring and leading an interagency Intermediate Driver License Implementation Committee. This year the committee continued to meet and develop educational strategies that will improve the effectiveness of the IDL law. The committee developed and distributed a law enforcement roll call video/DVD and a parent-teen video/DVD that focuses on licensing issues. The parent-teen video began airing on the City of Olympia's Public Access Channel in the spring. The committee has identified the need to educate judges and prosecutors about the importance of the Intermediate License Law and the detrimental effects of reducing or dismissing infractions under the law.

This grant also supported several law enforcement jurisdictions with overtime IDL emphasis patrols and their IDL education efforts.

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INTERMEDIATE DRIVER LICENSE GUIDELINES

RCW 46.20.075 • Effective July 1, 2001

Note: DOL Driver History check will show current restrictions from issue date

From issue date Until age 18:	First six months	After six months until age 18
Restrictions on Passengers:	No passengers under age 20 except immediate family members	No more than 3 passengers under age 20 except immediate family members
Restrictions on Hours of Driving	No driving between 1 a.m. and 5 a.m. unless accompanied by parent, guardian or licensed driver at least age 25	No driving between 1 a.m. and 5 a.m. unless accompanied by parent, guardian or licensed driver at least age 25

EXCEPTIONS:

- There are no restrictions on hours of driving or passengers if IDL holder is driving for agricultural purposes.
- There are no restrictions on hours of driving or passengers if after twelve months IDL holder is not involved in a collision, or has not been convicted of, or found to have committed a traffic offense.

COMMUNITY TASK FORCE PROGRAM

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In FY 2004, there were a total of 24 Community Traffic Safety Task Forces in operation across Washington State. WTSC provided funding for all the coordinators and project directors of the task forces to meet twice during the year for training and program updates, and scholarships were also provided to coordinators to attend other WTSC meetings and trainings, such as the 3 Flags Occupant Protection training and the annual Impaired Drivers Conference. Task forces are eligible for mini-grants throughout the year to support their local efforts, as well as a limited number of special project grants which might be used to update task force computer equipment, purchase items for use during traffic safety presentations (such as display boards or projectors), or to enhance their services to the community in some other way. Funds were also used in FY 2004 to pay for the salaries of coordinators for the 4 newest task forces – located in Chelan-Douglas Counties, Grant County, Kittitas County, and Pacific County.



MILITARY TRAFFIC SAFETY PROGRAM



Washington State currently houses installations to three branches of military service (Army, Navy and Air Force) in six counties (Island, Kitsap, Pierce, Snohomish, Spokane and Yakima). According to the Department of Defense, the rate of heavy alcohol use—the consumption level most likely to result in alcohol-related problems – affects nearly one in five active-duty personnel. The need for traffic safety education and enforcement programs aimed specifically at military personnel is crucial, especially in light of the fact that many service members have been returning from long deployments during the past year. The military installations in the counties of Kitsap, Pierce, Snohomish, Spokane and Yakima have been well served by their local Traffic Safety Coordinator in terms of traffic safety education and resource development. The following efforts to combat drinking and driving among service members and improve traffic safety in and around military installations in the past year have been accomplished:



- Traffic Safety presentations were made to local installations during their Safety Stand Down Days.
- Support for “Through our Eyes”, non-profit organizations of EMT’s who present traffic safety information to military installations.
- Support for Ft. Lewis’s Designated Driver Free Ride Home program.

Currently a “Under 21, Zero Tolerance” brochure and poster aimed at service members that addresses the “zero tolerance” drinking and driving laws in Washington State are available on the Traffic Safety’s website. This information is available to order for free and has been distributed among the military installations.

PAID MEDIA PROGRAMS AND RESULTS

Describe how the paid media funds were used and an assessment on the effectiveness of the public service messages. Base the assessment on data collected on paid advertising and on non-paid public service announcements.

34

Media funds were used to purchase radio advertising to air public service announcements to let the public know about enforcement campaigns. Funds were also used to purchase contract support to generate earned media messages about enforcement campaigns. The goal of the messages was to reach high risk populations (males ages 16 – 34, but others as well) with the message that law enforcement patrols are taking place on a particular traffic safety emphasis issue.

Campaigns focused on:

- promoting seat belt and child car seat use;
- battling impaired driving,
- promoting safe driving around schools and playgrounds to reduce pedestrian deaths and injuries, and
- a media campaign aimed at encouraging motorists to check their “blindspots” and be on the lookout for motorcyclists.



The media campaigns were, in turn, supplemented by enforcement campaigns as research confirms that these two activities work together to reduce roadway deaths and injuries. Campaigns were organized to coincide with priority emphasis dates identified by the National Highway Traffic Safety Administration.

Specific Campaigns and Dates:

The seat belt campaigns, based on the Click it or Ticket model, were conducted during the months of May/June and August/September, 2003. The May-June campaign paid media budget was \$300,000. The August/September budget was \$300,000. The Commission conducted a bid process to identify a company that specializes in conducting media placements. The company selected, Optimedia, Inc. of

Seattle, researched radio markets statewide to determine which stations reach the target market. Optimedia then negotiated the air buy to ensure that the lowest media rates were secured for the Washington Traffic Safety Commission. Optimedia also negotiated to obtain a one-for-one bonus placement schedule for every paid advertisement placement secured, as well as numerous opportunities for earned media support for the campaigns.

Community Traffic Safety Task Force Coordinators supplemented the work of the paid media effort by organizing press events, putting up posters and banners statewide, and distributing collateral materials via government offices, business and the religious community.

The impaired driving campaigns were scheduled to coincide with grant funded enforcement campaigns following a schedule developed by the NHTSA. Similar to the seat belt campaigns, the goal of the impaired driving campaigns was to put people on notice that extra law enforcement patrols were taking place in their areas. The anti-DUI campaigns included a \$138,000 budget for the August, 2004, campaign and an \$89,972 budget for the winter holiday campaign (November through January 1, 2005). All of the radio air time purchases were conducted by a Seattle firm that specializes in the purchase of media air time. The paid schedules were supplemented with earned media local level.

A third campaign involved a partnership with State Farm Insurance Companies and was aimed at educating parents of newly licensed teen drivers about the state's new Intermediate (graduated) Licensing law. The paid media budget was \$50,000 and resulted in 400 television slots purchased by State Farm, as well as 1200 radio placements. The campaign reached 80% of the adult population of the state with a frequency of four times.

The School Zone Project involved putting billboard messages in towns that had extra emphasis patrols targeting people who speed near schools and playgrounds. The School Zone billboard campaign cost \$50,000 and development costs totaled \$15,000. This project was paid for with state funds.

Another billboard educational effort involved reminding drivers that motorcyclists are traveling the roads with them and drivers need to be looking for them. The project cost for this billboard campaign was \$50,000.



The Program's objectives include:

- Maintaining Washington's high seat belt use rate:
- Washington has had the highest seat belt use in the United States, but other states surpassed Washington when we came down one percentage point to 94%. Keeping the seat belt use rate at this high level requires continuous advertising that "cuts through the clutter" and reminds motorists "Click it or Ticket!"

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Reducing serious injuries and deaths caused by impaired driving.

Drunk and drugged driving continues to be one of the single largest causes of roadway death and injuries. The Commission's approach is to apply the Click it or Ticket project model to fight the battle against DUI, with continuous year-around pressure as well as special emphasis patrols during NHTSA's designated emphasis periods.

Using the contracting process, identify and use experts to develop creative concepts and design advertising that cuts through the clutter.

We are all bombarded with advertising and companies invent new ways to advertise every day. We see ads in movie theaters, when we rent movies, in bathroom stalls at restaurants and every time we listen to the radio, watch T.V. and read the newspaper. What kind of ad is needed and where can it be placed to reach our target market with these important safety messages? That is a problem best solved with the best experts in the communications business.

Work with community stakeholders to develop communications materials that they find useful. This requires holding meetings with them and listening as they describe their needs and desires for communications materials that work in their programs.

TRAFFIC RECORDS AND RESEARCH

Program Activities

A research study on the characteristics of drivers cited for seat belt violations was initiated.

Two studies on pedestrian and bicyclist safety issues were initiated.

Various surveys of seat belt use were conducted including the annual statewide survey, mini-surveys evaluating the click it or ticket program, and a survey of belt use during night hours.

Planning for a major study evaluating the deferred prosecution law was initiated.

Development of the evaluation plan for the NHTSA-FMCSA commercial motor vehicle safety project was initiated.

Policy analysis papers on legislative issues included felony DUI, motorcycle helmets, drowsy driving, and motorized scooters.

University research projects included a UW study on prevention of drunk driving and aggressive driving, a UW study of hospitalization costs for injured MV occupants, and a WSU observation survey of child safety seat use.

A presentation on the paper “Evaluation Of Law, Policy, and Programs to Promote Seat Belt Use in Washington State” was made at the 2004 Lifesavers Conference.

Development of the traffic records strategic plan for Washington continued.

The final report on the Traffic Records Assessment of Washington State’s data systems was completed.

A Traffic Records Coordinator position was created.

A Traffic Records Oversight Committee was formed to provide executive support for data system initiatives.

Research Reports Published:

Salzberg P & Moffat J. Ninety Five Percent: An Evaluation Of Law, Policy, and Programs to Promote Seat Belt Use in Washington State. *Journal of Safety Research*, 2004, 35, 215-222.

Salzberg P & Thurston R. Seat Belt Use Rates in Washington State, 2004. Olympia: Washington Traffic Safety Commission, 2004.



FATALITY ANALYSIS REPORTING SYSTEM (FARS)

T

he Fatality Analysis Reporting System (FARS) was conceived, designed, and developed by the National Center for Statistics and Analysis (NCSA) of the National Highway Traffic Safety Administration (NHTSA) to help identify traffic safety problems, suggest solutions, and help provide an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.

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In Washington State, FARS is housed at the Washington Traffic Safety Commission. The Washington State FARS Team works closely with traffic safety program managers and researchers to provide accurate and timely data used for evaluating safety programs, as well as to aid in the efforts of other state, federal and local agencies. Washington State FARS is responsible for gathering data on 600-700 fatal crashes yearly.

Washington State FARS coordinates with several different agencies to obtain data for each fatal traffic case, including Washington State Department of Transportation, Washington State Patrol, Washington State Department of



Licensing, Department of Health Vital Statistics, Washington State Toxicology Lab, EMS public, private and volunteer agencies statewide, Federal Highway Administration, National Highway Traffic Safety Administration (NHTSA) Special Crash Investigations, NHTSA Center for Statistical Analysis, Federal Motor Carriers Administration, city and county government, Canadian driver and vehicle records, as well as FARS Analysts in other states.

There are FARS Analysts in each of the 50 states, Puerto Rico, and the District of Columbia collecting data from collisions involving motor vehicles traveling on trafficways open to the public and when the collision results in the death of a person (occupant of a vehicle or a non motorist) within 30 days of the collision. Information from each state's collision report is coded to standards and definitions set by FARS, to allow comparisons between states. In addition to a computerized self-training system, and an initial one-week training session, FARS Analysts and Supervisors attend yearly national trainings.

Accomplishments

Over the past year, Washington State FARS has continued work closely monitoring and analyzing the overall drop in traffic fatalities for Washington State. Extensive efforts have also been taken to coordinate efforts between Washington State Department of Transportation/ Washington State Patrol Collision Records and FARS, to ensure the highest quality data for both systems.



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Washington State FARS has been teaming up with Washington State Department of Transportation's Transportation Data Office and is one of only three states in the nation (Iowa being the other) to be chosen to participate in a pilot project with NHTSA. The project involves WSDOT's feeding collision data from its statewide database to NHTSA on a daily basis. NHTSA then sends these records to FARS.

By feeding data to FARS each day, researchers will be able to process and analyze the data much more quickly than in the past, hence the name FastFARS. The FastFARS pilot project, a concept thought up by NHTSA Administrator Dr. Jeffery Runge, seeks to develop and implement a system to provide near real-time information on fatalities resulting from motor vehicle crashes. Now that Washington and Iowa have proven the feasibility of the pilot project for Phase I, NHTSA will be seeking other states to establish similar and more timely data transfers.

Other groups within NHTSA, along with FARS will also be using this more timely data. In previous years, NHTSA often waited up to two years for collision information. This hinders NHTSA's ability to perform in-depth analyses, and to spot and address newly emerging safety issues. By transmitting collision data to NHTSA on a daily basis, more timely information will be available to researchers sooner to help continue efforts towards meeting National and State highway safety improvement goals.

WA FARS is also involved in a mini-pilot project with FARS Headquarters in Washington, D.C. exploring ways to accurately display and analyze GIS data from fatal crashes, which has been collected nationally by FARS since 2001.

Marcia Marsh, WA FARS Supervisor recently finished up two terms as Chair of the National FARS Information Technology Advisory Panel (ITAP) and continues to hold a seat on the committee.

In September of 2004, Washington FARS hosted the week-long 30th Annual FARS System-wide Training in Seattle. Over 200 FARS Analysts, FARS Supervisors, NHTSA Administrators, Traffic Safety Researchers and Crash Reconstructionists participated in workshops and trainings and heard national speakers talk on various related traffic safety subjects.

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WA FARS has been actively involved in the Washington State Traffic Records Committee, and related efforts surrounding the Statewide Police Collision Report Redesign and Electronic Collision Reporting Committees, and the Washington State Collision Records Transition Team. WA FARS was also a key participant in the Washington Statewide Traffic Records Assessment and Strategic Planning Workgroups.

Additional efforts include work with Washington State Department of Health's EMS Statewide Database Technical Advisory and Data End User Committees, Two-Lane Rural Road Team, work with the Bureau of Indian Affairs, and planning work on the WSDOT/WSP/WTSC Collaborative Statewide Collision Data Summary. WA FARS has received speaking invitations to several Child Death Review Teams and Police Groups over the past year.

Challenges

Challenges the FARS Team in Washington State faces include:

- Lack of a single repository for Statewide EMS Data Collection



Currently, the FARS Analyst must send out a Request for Information on every fatal collision in the State of Washington to each and every individual responding agency in the state in order to obtain EMS Times and

other additional details such as ejection path, restraint use, and extrication. This past year, advances were made by using the Department of Health's Trauma Registry to get some information, however, due to narrow criteria and further reporting issues, it is not possible to gain information on all fatal crashes this way. FARS has been actively supporting efforts for the formation of a statewide EMS database. Further, FARS is recommending elements such as ejection path be added to the police collision form so that the officers can collect that immediately at the scene of a crash.

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Drug and Alcohol Reporting

Washington Administrative Code requires toxicology testing for all persons who die in a traffic collision within a 4-hour window. For surviving drivers, involved in fatal crashes, there is no such law, so unless the driver is tested, there are no test results to analyze.

Better, Faster Fatal Collision Reporting

Currently, there is no Early Fatal Notification System for traffic collisions in Washington State. In many cases, the media finds out about a fatal collision faster than FARS or WSDOT/WSP. WA FARS is actively working with the Traffic Records Committee and Law Enforcement Agencies to find a solution in light of upcoming demands the FastFARS will put on the states.

Improved Police Collision Report Design

WA FARS is working with Traffic Records Committee and the Washington State Department of Transportation to get elements commonly requested by FARS included in the new design of the form, to ease the workload of having to write the officers back for additional information not currently included on the existing form.

Improved Roadway Location Data

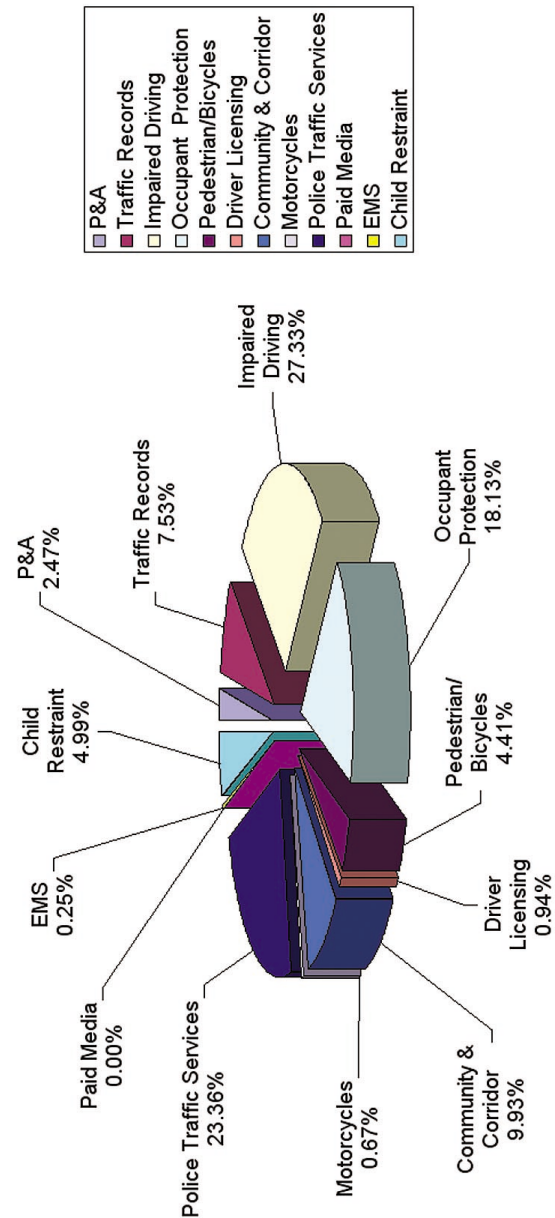
WA FARS will continue to seek GIS solutions to improving the location quality of the data.

FINANCIAL SUMMARY

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Financial Summary

	402	405	410	411	154	157	157	163	164	2003b	Total	% of Total
P&A	\$184,881										\$184,881	2.3%
Traffic Records	\$364,704			209,422							\$564,126	7.0%
Impaired Driving	\$100,284		1,391,388				556,823				\$2,048,495	25.4%
Occupant Protection	\$252,810	351,679					14,620			15,354	\$1,368,850	16.9%
Pedestrian/Bicycles	\$330,344										\$330,344	4.1%
Driver Licensing	\$31,731							38,878			\$70,609	0.9%
Community & Corridor	\$725,571								19,603		\$744,574	9.2%
Motorcycles	\$0							49,987			\$49,987	0.6%
Police Traffic Services	\$362,429						488,158	900,001			\$1,750,588	21.7%
Paid Media											\$568,270	7.0%
EMS	\$18,538										\$18,538	0.2%
Child Restraint	\$374,003							135,516			\$374,003	4.6%
TOTAL											\$8,063,265	



NOTEWORTHY PRACTICES

P

Project Title: Click it or Ticket

Target Group: The last 5% who have not been convinced to wear their safety belts.

Program Area: Occupant Protection

Problem Statement: Although Washington achieved 94.8% safety belt use in 2003, the highest in the world, the 5% who remain unbelted still die in traffic crashes at an alarming rate.

Objectives: Our primary objective was to maintain a 94%-95% usage rate. Our secondary objective was to focus our efforts on the last 5% to convince them it is in their best interest to buckle up.

Strategies: We maintained constant pressure, emphasizing safety belts throughout the year and funding several intensive media/enforcement CIOT campaigns. We targeted areas of the state that had reported lower than acceptable safety belt use rates in the 2003 survey.

Results: Although we have not as yet succeeded in convincing the last 5%, we have been able to maintain a use rate of 94.2% in 2004. We are optimistic that now that the State Supreme Court has upheld our primary enforcement law we will be able to improve our use rate in 2005.

Cost: The share of costs funded by WTSC was about \$1.5 million.

Funding Source(s): Sections 157 (incentive), 163 & 405

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LOOKING TO THE FUTURE

Significant Challenges to be addressed

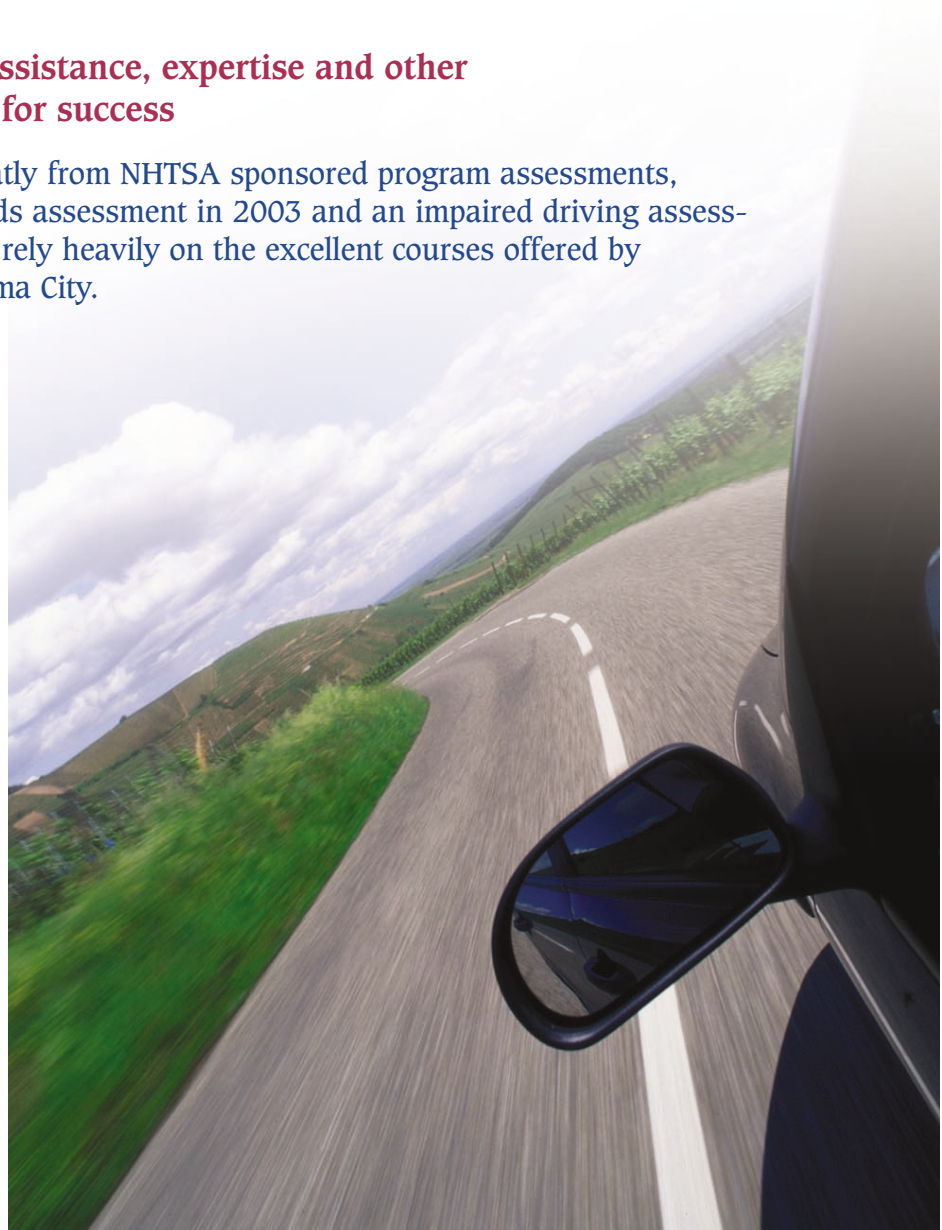
The number one challenge continues to be the program disruption caused by the failure to reauthorize the federal transportation budget.

A secondary challenge is to create an effective program to reverse the current trend in increasing motorcycle fatalities.

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Training, technical assistance, expertise and other resources necessary for success

We have benefitted greatly from NHTSA sponsored program assessments, including a traffic records assessment in 2003 and an impaired driving assessment in 2004. We also rely heavily on the excellent courses offered by NHTSA's TSI in Oklahoma City.



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